Lots of Data – a perspective from an academic publisher

Presented by: Sweitze Roffel, sr. Publisher, Elsevier

Venue: ISO/IEC Study Group on Big Data, CWI, Amsterdam, the Netherlands , May 14, 2014



Introduction



- Sweitze Roffel
- With Elsevier as a Publisher since 2004
- Currently responsible for a number of publications ranging from Artificial Intelligence to Theoretical Computer Science
 - Proud sponsor of the Semantic Web Challenge including Big Data Track
 - http://challenge.semanticweb.org/ -

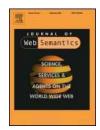
















Outline



- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

Some History...



Original House of Elzevier ca. 1580

Based in Leyden as printer to the University

Publisher of early landmark works in science



Including

Galileo Galilei's Discorsi e Dimostrazioni Matematiche, Intorno a Due Nuove Scienze (Two New Sciences). 1638

We're not in Leiden any more





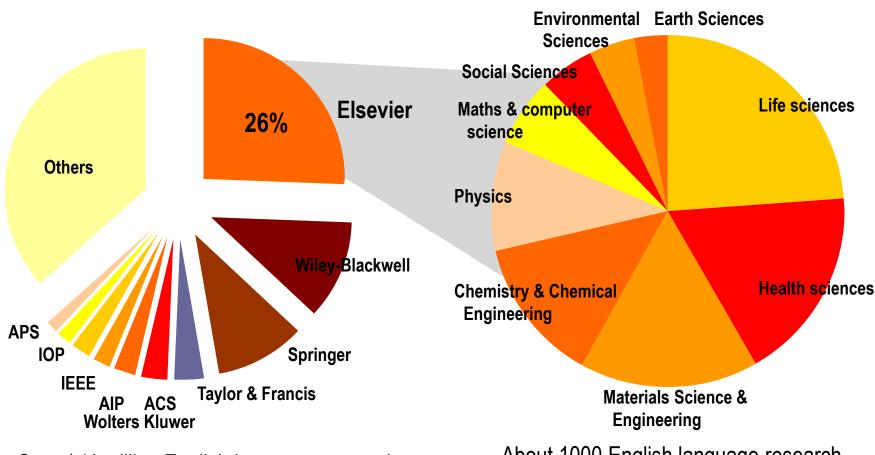
From only a few in1880, modern Elsevier grew to over 7000 employees serving our customers worldwide today

Elsevier's journal programme today



Share of Journal Articles Published

Our Scientific Disciplines



Over 1 ½ million English language research articles published globally each year

About 1000 English language research articles published with Elsevier today (i.e. 1000 per day)

big picture: your basic options to disseminate <u>new</u> knowledge into the world



- 1. Keep it secret, and build a service or product using new knowledge
 - NOT Letting others know about it directly
 - Others need to guess / reverse engineer knowledge based on product or service
 - Not adding to 'prior art' (others can still patent or publish this knowledge)

2. Apply for patent

- Let others know about it directly establish priority
- Commercial protection of your new knowledge (IP, licensing etc.)
- Adds to 'prior art' (others can no longer patent or publish this knowledge)

3. Publish in the scientific literature

- Let others know about it directly establish priority
- No commercial protection of your new knowledge
- Adds to 'prior art' (others can no longer patent or publish this knowledge)

Example of mixed IP approach





Google founders published one bit (PageRank)

and kept quiet about the other bit (AdWords)

Generating some IP revenue for Stanford

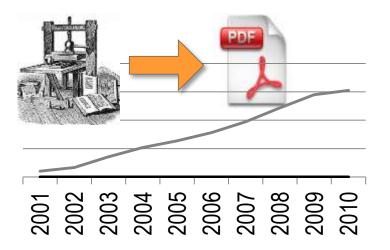
Some more "recent" changes in publishing



In the 1980's arrival of desktop publishing, SGML, etc. "invisible" back end made electronic, front end for LaTeX users -but still dissemination through print.

In the late 1990's Internet enabled move from Print dissemination to Online...

- New functionality: linking, searching
- Improved distribution and access
- Separation of content and functionality
- Branded platforms for e-publishing (Science Direct, High Wire Press, Springerlink)
- Re-Digitized 350+ years of historical printed articles back to vol 1 /issue 1 (back files)
- New disruptive sales channels (amazon for books, etc.)
- New business models: Big deals, Open Access, Sponsored Articles, Pay per View, Collections,
- Manuscript submission and peer review also moved online



However, the format of the traditional article had not really adapted Scientific publishing perceived as squeezing complex, multi-dimensional research onto the traditional format: "a rectangular area with ink on a piece of paper"

Elsevier as a partner and as a platform



- The next online phase will be about adding intelligence to the process
 - And that means digitalizing 'knowledge artifacts' better and make them flow.
- We fully realize we can't possibly build all of the future solutions ourselves
 - That means partnering with
 - editors, authors, reviewers, end users, librarians,
 - governments, funding bodies, deans, provosts, R&D managers, societies, other publishers
 - developers, tech companies, standards bodies,
- So we need to be able to collaborate STRUCTURALLY
 - Technically, operationally and organizationally
 - In a heterogeneous environment
 - With respect for everyone's property and rights
 - Under global budget constraints
- How?
 - Fact based approach to the future:
 - Investigate, test, learn, pilot, before implementing and scaling
- To deliver solutions that work well
 - are overall cost effective
 - are used and liked
 - and are financially, technically and academically sustainable

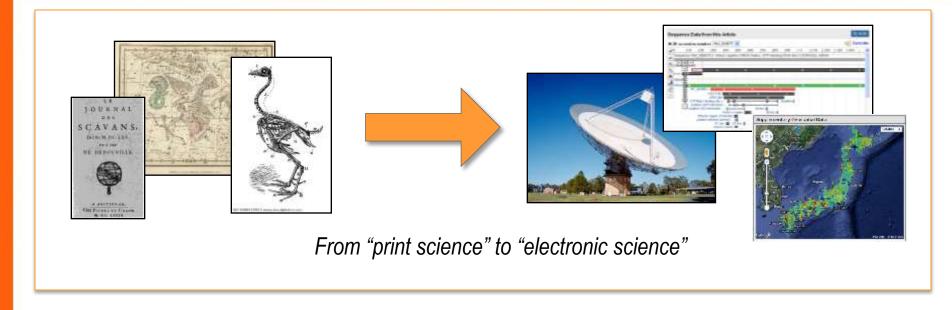
Outline



- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

From "print science" to "electronic science" ...

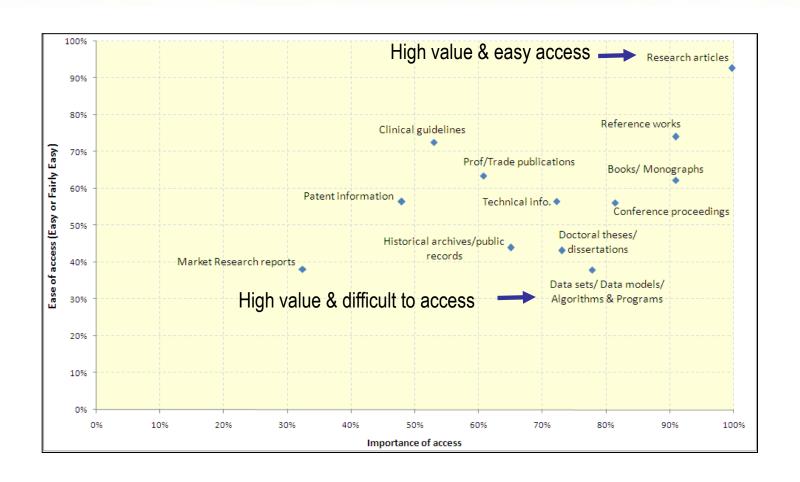




- Researchers use digital tools to gather, analyze, share data
- Research output includes text, figures, multimedia, data, code, ...
- New tools to share, visualize, and interact with information

What do researcher's themselves say?





Source: independent global study commissioned by Elsevier. 4,109 in depth researcher respondents (almost 7% of apx 60.000)

Interlinking research Articles and research Data adds value both ways



- Increase visibility, discoverability, and usage
- Provide context, avoid misinterpretation and incorrect usage
- Ensure long-term availability of useful content and context
- Coordinate submission process / deposit mechanism

85% of researchers believe it is useful to link underlying digital research data to the formal literature (PARSE.Insight)

Elsevier's Article of the Future



Three components of the Article of the Future concept:

- <u>Presentation</u>: Offering an optimal online browsing and reading experience
- <u>Content</u>: Support authors to share digital research output <u>data</u>, computer code, multimedia files, etc.
- <u>Context</u>: Connecting the online article to trustworthy scientific resources on the web, such as <u>data repositories</u>



Article of the Future a three-pane format

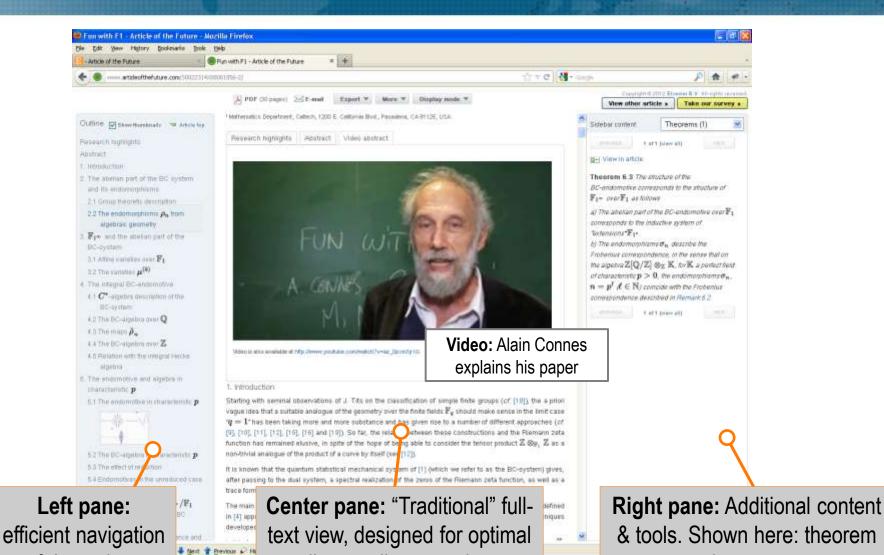
& browsing

B 6

The Common Commo



browser



online reading experience

Content Innovations for Supplementary Data



Data viewers built into ScienceDirect

Support for new kinds of data



Inline Supplementary Material

Data pilots

The Executable Paper

Outline



- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

Linking out of a publishing house to data



- Much relevant Research Data lives in external subject specific databases
- Repositories of varying nature
 - Many subject areas, (and sub-sub-subject area's)
 - Different scopes & data practices,
 - Structure, Terminology, ontology, ambiguity ,
 - Systems, Content formats, identifiers, data structure
 - Size, Usage
 - Organization, Business models
 - Access ,Legal rights
 - Value (in Science relatively small usage, size, or scope may still be extremely relevant)
 - Etc...(many V's)

Example of Linking Articles to external data repositories





Interlinking Articles and Data through banners





Interlinking Articles and Data through banners



The Durham HepData Project



Reaction Database • Data Reviews • Parton Distribution Function Server • Other HEP Resources

Reaction Database Full Record Display

View short record or as: plain text, AIDA, PyROOT, YODA, ROOT, mpl or ScaVis

ACHARD 2004 — Studies of hadronic event structure in e+ e- annihilation from 30-GeV to 209-GeV with the L3 detector

Experiment: CERN-LEP-L3 (L3)

Published in **PRept. 399,71** (DOI:10.1016/j.physrep.2004.07.002)

Preprinted as CERN-PH-EP/2004-024

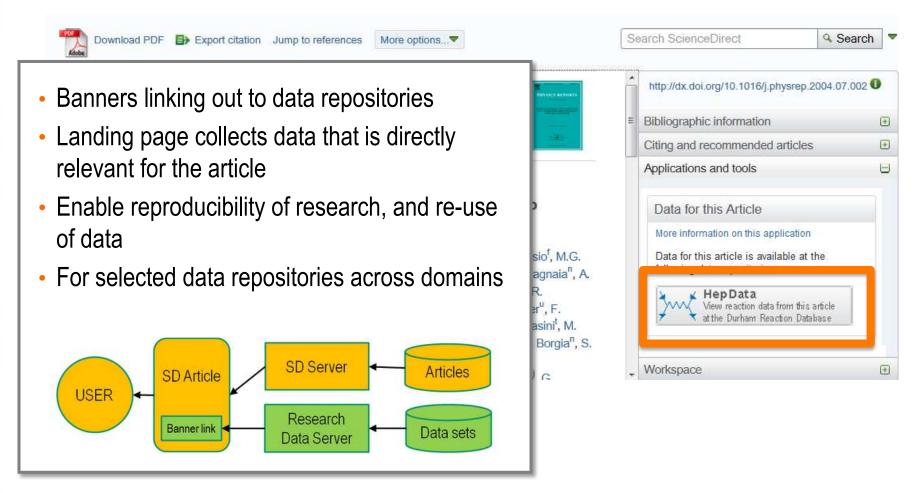
Record in: INSPIRE

CERN-LEP. Comprehensive study of hadronic event shapes and distributions in E+ E- interactions from collision energies from 91 to 209 GeV. These data update and supersede many of the L3 results published previously. This section contains the 2,3,4 and 5 jet fractions for the JADE, Durham(KT) and Cambridge algorithms as a function of their respective jet resolution parameters (YCUT). This section contains the distributions of the event shape variables THRUST. Heavy Jet

Interlinking Articles and Data through banners



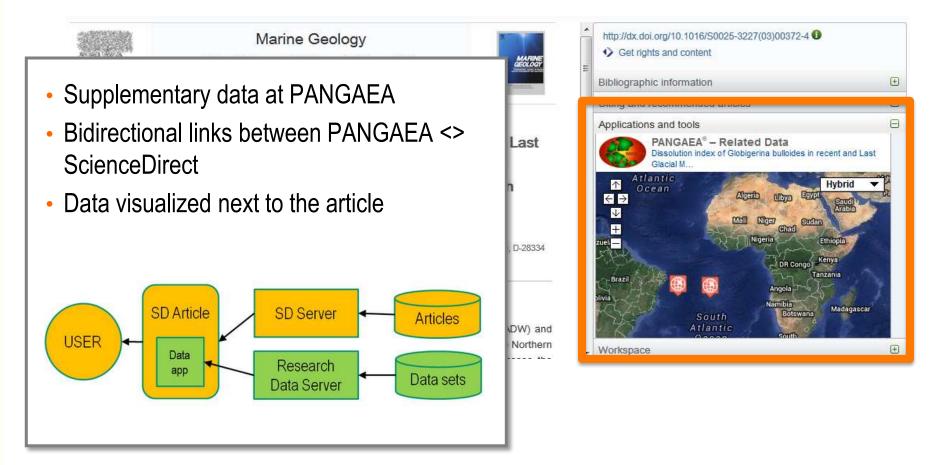
Enabling one-click access to relevant primary data



Apps serving data integration and visualization tools bring Articles and their data even closer



Integrating (meta)data into the article page view



Outline



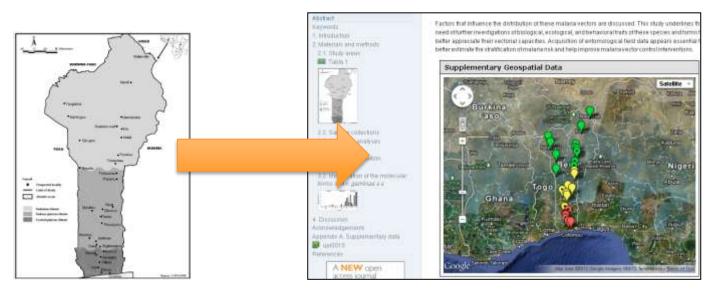
- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

Article of the Future Framework does not reinvent the wheel



Bringing 3rd party functionality into the article to link the data

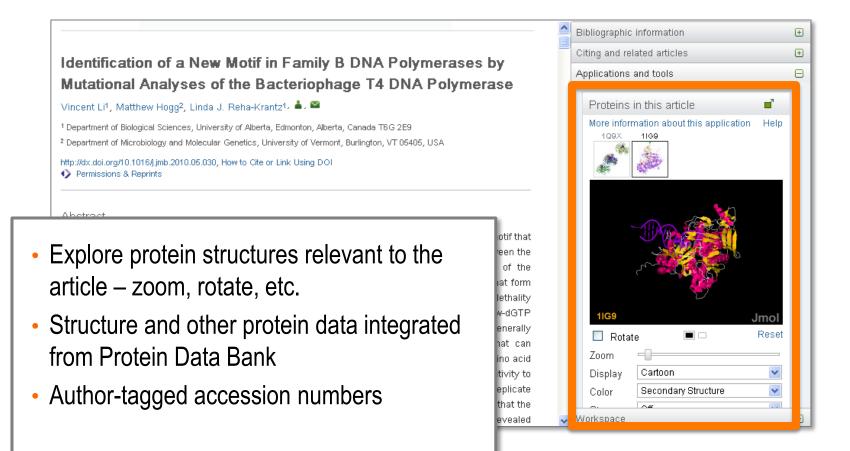
Turning a static image from the article into an interactive one:



- Present research findings in an more valuable, interactive way
- Help readers find and understand data in the context of the article
- Download data for validation & re-use of data

Data-integration brings Articles and Data even closer

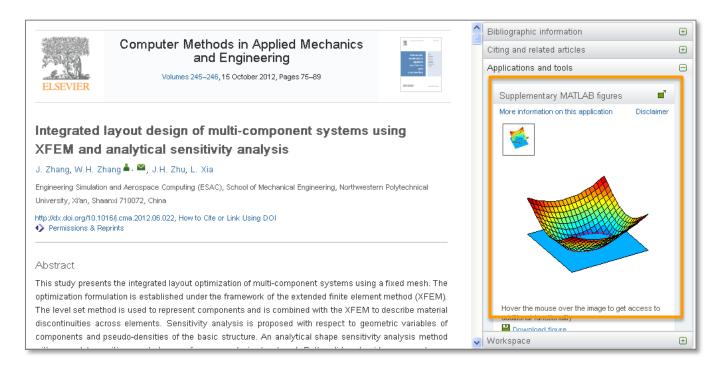




Article of the Future partnering to deliver Interactive MATLAB viewer



Making plots more valuable for research



- Explore figures interactively zoom, rotate, etc.
- Download underlying data for validation & re-use

Outline

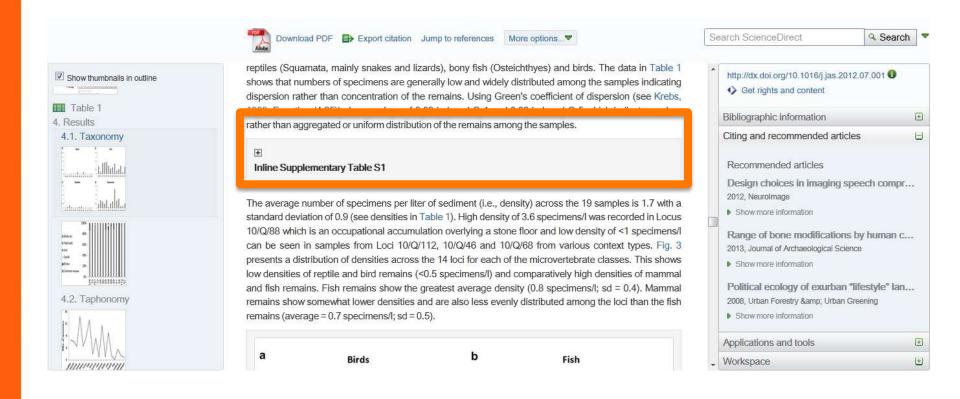


- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

Inline Supplementary Data: the case of a simple table



Presenting Supplementary Material at the relevant location

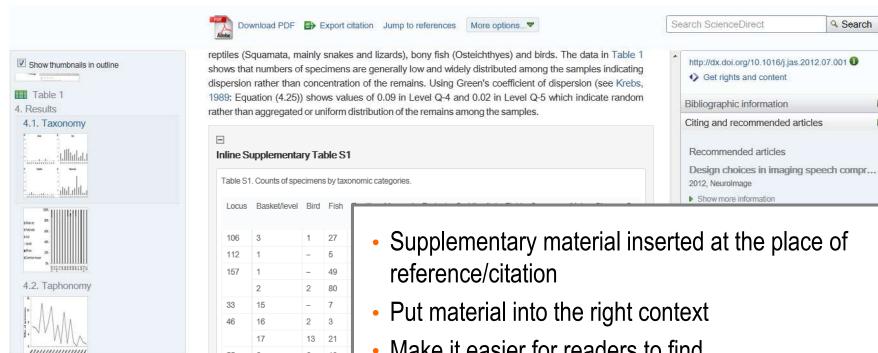


Inline Supplementary Data



Search

Presenting Supplementary Material at the relevant location



- Supplementary material inserted at the place of
- Make it easier for readers to find
- Initially in closed text-box, action to open
- Reader can download to ppt including source, or to CSV for reuse

Digitalizing deeper knowledge Example from computing : machine consumable code



- For machine consumable code separation of form and content does not work.
- In XML/HTML/ PDF code is often a 'picture' to keep lay out intact
- So we collect actual source code from authors and keep this intact through publication process
- Publish as machine consumable code within article
- Currently piloting this new process on Journal of Web Semantics & Information Sciences



Please:
with your next
JWS article
please also
submit your
source code

Inline Supplementary Material (ISM) enriches an article by providing ancillary information in the appropriate context within the main article body. This feature applies to the same kind of material that would otherwise be included as (regular) Supplementary Material, but gives authors the opportunity to make this material much better visible and place it in the right context.

ISM can comprise of the following types of media:

- Figures
- Tables
- Computer code

A pilot was launched in May 2012 for figures in the following journals: Journal of Archaeological Science, Precambrian Research, and for tables in Neurolmage, Neurolmage Clinical and Evaluation and Program Planning. A pilot for Inline Supplementary Computer code on 5 journals is due to start in December 2012.

6. Sharing the goodness

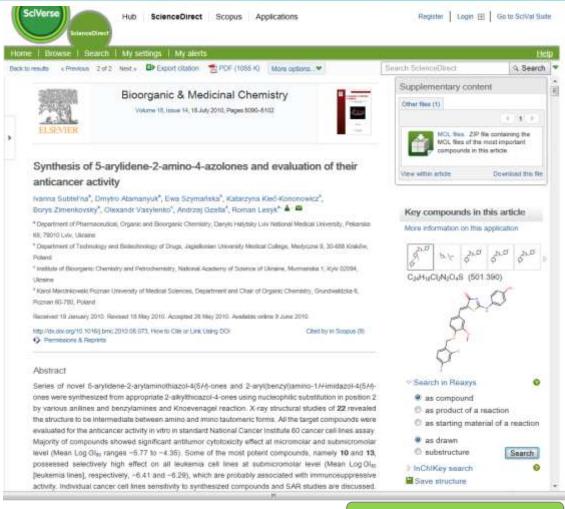
TrialX provides multiple ways for third-party websites to access clinical trial information. We have created a RESTful API through which clinical trials information can be obtained in an RDF output. The RDF information allows general health and wellness websites or bloggers to incorporate clinical trial information enriched with semantic metadata. For example, Web resources that have content on diabetes would automatically be able to pull related clinical trial content from TrialX. Inline Supplementary Computer Code 1 illustrates the RDF export of an Asthma clinical trial.



Mock-up example of Inline Supplementary Computer Code. Note that this material is presented inside an expandable text box.

Digitalizing deeper knowledge: Example from chemistry where molecules are key artefacts





Developed together with Reaxys

Live on ScienceDirect

Currently live for ~30 journals in chemistry

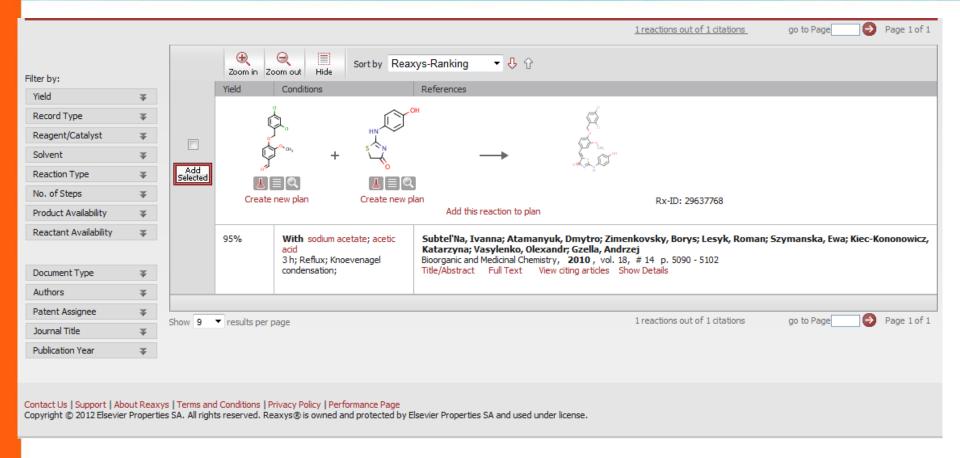
How does it work?

- 1. Authors store compound structures as MOL files.
- 2. Authors upload .MOL files as supplementary material through Elsevier Editorial System (may also be at revision stage)
- Elsevier turns these MOL files into chemical structures, inserts InChi keys, and links to Reaxys
- 4. Readers can browse through main compounds, download .MOL files, or click through to Reaxys for more information

http://www.elsevier.com/mol

Links to highly domain specific knowledge base... ...and Reaxys knowledgebase links back to journal article





- Reaxys allows meaningful navigation though known chemical reactions
- Search on substructures
- Same platform work for everyone not just Elsevier's Reaxys

Example of content mining - Entity Tagging and Linking





Biochimica et Biophysica Acta (BBA) -Molecular and Cell Biology of Lipids

Volume 1821, Issue 6, June 2012, Pages 884-894



Glycosphingolipid synthesis is essential for MDCK cell differentiation

Lucila G. Pescio^{a, b}, Nicolás O. Favale^{a, b}, María G. Márquez^{b, c}, Norma B. Sterin-Speziale^{a, b}





- ª Cátedra de Biología Celular y Molecular, Departamento de Ciencias Biológicas, Facultad de Farmacia, y Bioquímica, Universidad de Buenos Aires. Ciudad Autónoma de Buenos Aires (C1113AAD), Argentina
- IQUIFIB-CONICET. Ciudad Autónoma de Buenos Aires (C1113AAD), Argentina
- c Instituto de Investigaciones en Ciencias de la Salud Humana (IICSHUM), Universidad, Nacional de La Rioja. La Rioja. Argentina

Received 5 January 2012. Revised 6 February 2012. Accepted 10 February 2012. Available online 23 February 2012.

http://dx.doi.org/10.1016/j.bbalip.2012.02.009, How to Cite or Link Using DOI

Cited by in Scopus (0)

Permissions & Reprints

Abstract

Glycosphingolipids (GSLs), which are highly concentrated at the apical membrane of polarized epithelial cells, are key components of cell membranes and are involved in a large number of processes. Here, we investigated the ability of hypertonicity (high salt medium) to induce Madin-Darby Canine Kidney (MDCK) cell differentiation and found an increase in GSL synthesis under hypertonic conditions. Then, we investigated the role of GSLs in MDCK cell differentiation induced by hypertonicity by using two approaches. First, cultured cells were depleted of GSLs by exposure to D-threo-1-phenyl-2-decanoylamino-3-morpholino-1-propanol (D-PDMP). Second, cells were transfected with an siRNA specific to glucosylceramide synthase, the key enzyme in GSL synthesis. Exposure of cells to both treatments resulted in the impairment of the development of the apical membrane domain and the formation of the primary cilium. Enzymatic inhibitions

Related articles

- Early developmental expression of the gene e... Biochimica et Biophysica Acta (BBA) - Genera...
- Membrane Dynamics and the Regulation of Epit... International Review of Cytology
- Tube Morphogenesis: Making and Shaping Biolo... Cell
- Targeting of recombinant Na+/glucose cotrans... FEBS Letters
- Curcumin inhibits renal cyst formation and e... European Journal of Pharmacology
- View more related articles





Some system issues wrt to sharing



- Not all systems readily talk to each other
- the alphabet is pretty well supported on the web
- So are numbers provided you don't do to much with them
- Data lives in very varied homes
- But what about mathematics? What about computations? How did the author reason with their data?

Further Experimenting and piloting





The executable paper challenge explores new idea's to digitalize CS research by 'uploading' the whole experiment - aiding reproducibility of research

Pilot investigates aspects of

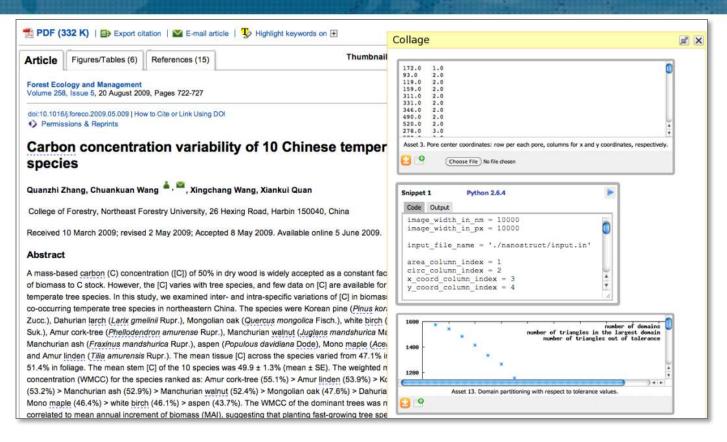
- Executability
- Compatibility
- Validation
- Licensing
- Systems
- Big Data
- Data and Computational Providence

Article of the Future: Executable Papers Pilots





Special Issue Published



- Opening up the "black box" of computational methods
- Integrate executable components with journal articles
- Pilot Special Issue for Computers & Graphics

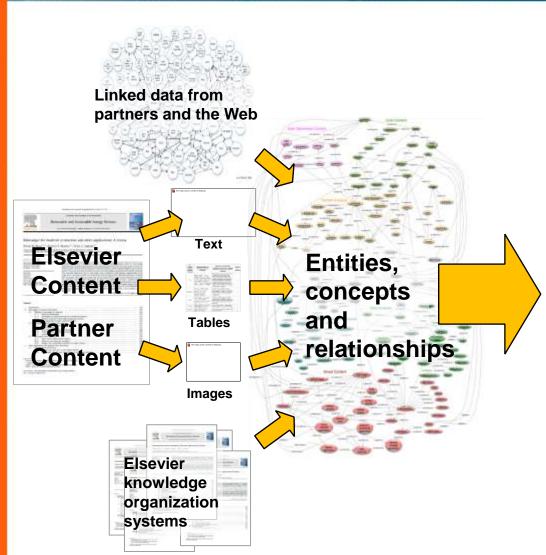
Outline



- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

Smart Content At Elsevier





Smart Content Applications



Better discovery through semantic search & navigation

- Faceted search & browse
- Ontology-driven navigation
- •Task-specific results
- Personalized/localized results
- Link to evidenced-based content



Better understanding through analysis and visualization

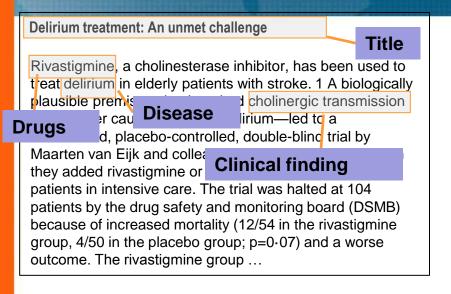
- Question & Answer
- Actionable Content & Alerts
- Tag clouds
- Heatmaps
- Animations

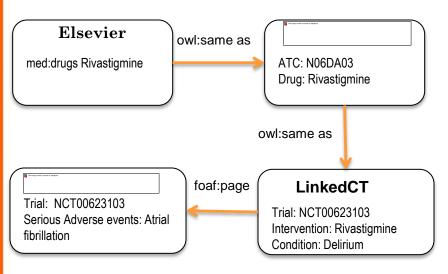


- Geolocation maps
- Data integration and mashups
- Text mining
- Inference and Reasoning

Linked Data Repository (LDR): Elsevier's Warehouse for Smart Content Enhancements







- Knowledgebase of semantic data for deeper insight via exploration, analysis, and visualization
- Large scale integration of related sources of medical and scientific content and data
- Provides high performance service layer APIs for ease of integration into end-user products and other platforms

Outline



- Some history
- To the future
- Linking out of a publishing house
- Linking into a publishing house
- Linking to deeper knowledge
- Linking infrastructure
- Linking all around

Elsevier's Linked Data Repository adds capabilities to share knowledge





Shouldn't our machines have access too?





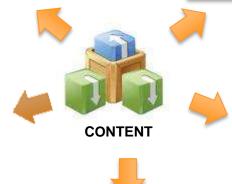
extensive searches locally loaded and use content for text mining their own purposes for research.



- Structuring input text
- Deriving patterns within the structured text
- Evaluation and interpretation of the output.



Extract semantic entities from Elsevier content for the purpose of recognition and classification of the relations between them



Enabling developers who wish to design and implement applications to our content, analyse test or applications as part of their research within Elsevier content



Integrate results on a server used for the customer's own mining system for access and use by its researchers through the customer's internal secure network.





Elsevier's New Text and Data Mining Policy (TDM)



Researchers at academic institutions can text mine subscribed content on ScienceDirect for non-commercial purposes via the ScienceDirect APIs

Access is granted to faculty, researchers, staff and students at the subscribing institution

Text mining output can be shared publically under these conditions

- 1. May contain "snippets" of up to 200 characters of the original text
- 2. Should be licensed as CC-BY-NC
- 3. Should include DOI link to original content

Corporate and other subscribers

 Your Elsevier Account Manager will be happy to discuss options to meet your needs

Open access content

 Text and Data mining permission are determined by the author's choice of user license. This information is detailed in the individual articles

Policy Aligned with the Recent STM Declaration on Text and Data mining





INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

www.stm-assoc.org

TEXT AND DATA MINING FOR NON-COMMERCIAL SCIENTIFIC RESEARCH

A STATEMENT OF COMMITMENT BY STM PUBLISHERS TO A ROADMAP TO ENABLE TEXT AND DATA MINING (TDM) FOR NON COMMERCIAL SCIENTIFIC RESEARCH
IN THE EUROPEAN UNION

Recalling that the International Association of STM Publishers (STM) and member publishers have actively and constructively supported the discussions in the Licences for Europe Working Group Four,

Recognising that a high level of copyright and database protection, together with interoperability standards, technology innovations and sustainable business models, are vital for the viability of the creative industries.

Reaffirming that licensing is the smart and speedy route to providing access and the rights needed for text and data mining, and for related technologies such as text-to-speech and automated translation services.

Supporting TDM at Elsevier



2006

• Began to support ad-hoc TDM access requests from customers

...

 Low but consistently increasing level of interest from early adopters as computing power increases and tools get better

2012

- First Content Mining policy published
- New APIs and Content Syndication Service rolled out to provide better technical solutions for TDM content access

2013

 <u>Pilot</u> with ~30 academic customers to better understand needs and define future policy

2014

New Text and Data Mining policy for academic customers announced

TDM Pilot Learnings – Use Cases



Most academic Mining requests fall in one or both of these categories:

1. Answering a specific research question

- How long does it take for concepts in STM literature to reach general media?
- What is the relationship between the research and consulting commitments of economics and finance professors?
- What are the characteristics of subjects in social psychology experiments?

2. Building a new data resource for the community

- An HIV mutation database for which mutations found in literature are mapped to the underlying database sequence
- A database on growth and alimentation of fishes, and develop a fish classification to identify new species for aquaculture
- A database with the electrophysiological properties of diverse neuron types

TDM Pilot Learnings – Researcher Challenges



Technical

- Obtaining necessary infrastructure
- Having to deal with different formats from content providers
- Sourcing and understanding TDM technology

Functional

 Fine-tuning pipeline, curating output, representing output meaningfully

Logistical/Legal

- Gaining access to the needed content
- Gaining permission to mine the content

TDM Pilot Learnings – Library Challenges



Expertise

 Understanding specific TDM-based projects well enough to assess implications & offer advice to library patrons

Legal

- Understanding and tracking what is allowed for what resources
- Negotiating permissions with multiple providers
- Ensuring academic freedom is protected

Financial

- Concerns about any additional costs
- Understanding how TDM affects usage figures for the library

Conclusions of the TDM Pilot:



- 1. Elsevier can offer enhanced value to ScienceDirect customers by including basic text and data mining access rights in subscription agreements
- 2. Self-service access to content for TDM via our APIs meets the needs of most researchers in academia
- 3. There is demand for services beyond basic content access that make text mining easier

What do Institutions need to do to get TDM Access NOW?



- TDM access clause will be part of standard ScienceDirect subscription agreement for new academic customers and upon renewal
- For existing agreements, an add-on contract amendment is available ask librarian to contact your <u>Elsevier Account Manager</u>
- After signing institutional agreement/amendment, access to our API key registration page for your researchers will be enabled for your institution's IP address range

TDM Access: What do Researchers Need to do?



Use API Key to retrieve full text of journal articles and book chapters via the Elsevier API

- Elsevier XML and plain-text formats supported
- We are looking into supporting specialized text-mining friendly XML formats

Process retrieved full-text through text mining tools/workflow of choice

But Elsevier publishes only part of the scientific literature – and i need to mine all of it.



Supporting Cross-publisher TDM:

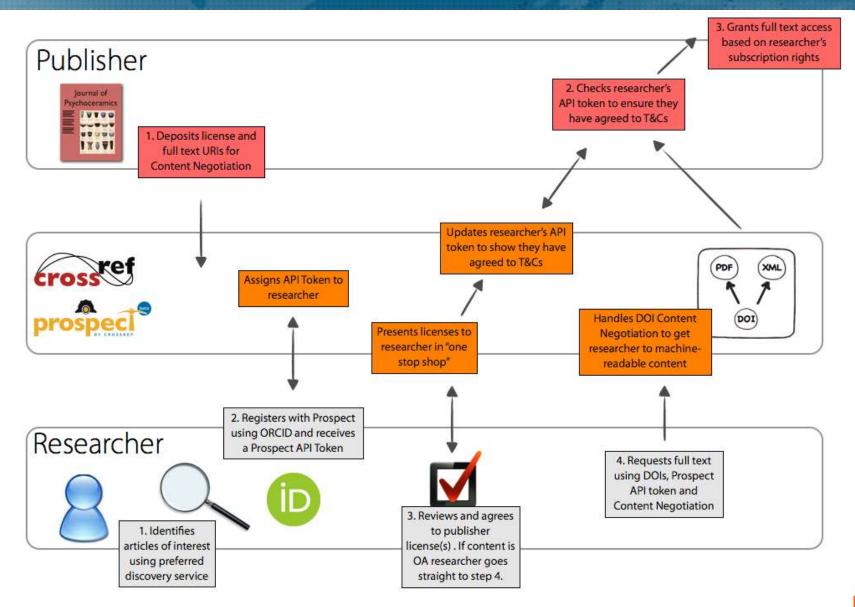


Prospect is a new service from CrossRef providing two components to address the issue of text and data mining scholarly literature across multiple publishers:

- The "Prospect Common API" (PCAPI) can be used to access the full text of content identified by CrossRef DOIs across publisher sites and regardless of their business model.
- The "Prospect License Registry" (PLR) can (optionally) be used by researchers and publishers as an efficient mechanism to provide "click-through" agreement of proprietary TDM licenses.
- Both components are free to use by researchers and the public

Prospect Workflow





Elsevier and Prospect



Elsevier is the first publisher to fully integrate with the Prospect beta system:

- Researchers may read and agree to the Elsevier TDM click-through agreement via the Prospect License Registry
- Researchers may use a Prospect token to access Elsevier content through the Prospect Common API rather than using the Elsevier-specific API Key and Elsevier API
- Content is available in the same formats as the Elsevier API

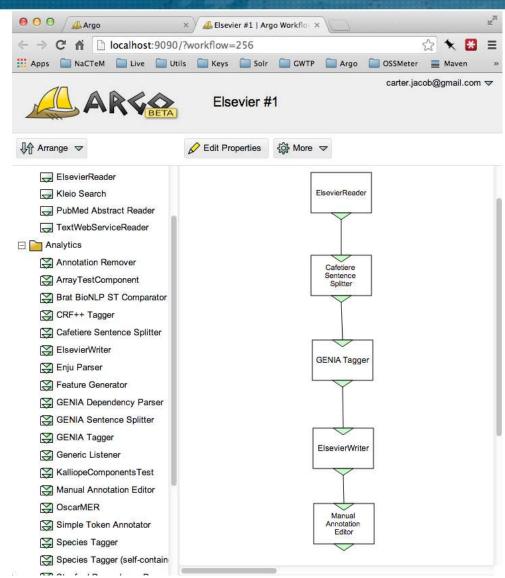
Outlook: Beyond Basic Access



Text Mining as a Service

- Pilot with NaCTeM to integrate their tools with Elsevier content
- Hosted in the cloud
- Avoids the need for researchers to build and maintain TDM infrastructure
- Ability to define and execute TDM workflows in a graphical environment





Takeaway Points



- Researchers at academic institutions can now text-mine subscribed Elsevier content for non-commercial purposes at no additional cost
- Contact your librarian -> Elsevier Account Manager if you are interested
- Elsevier is collaborating with customers and industry partners to make text mining easier

Much may change, though some truths are likely to remain constant...



'What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention, and a need to allocate that attention efficiently among the overabundance of information sources that might consume it.'

- Herbert Simon, 1971

Much may change, though some truths are likely to remain constant...



Elsevier remains committed to publishing the highest quality research; now and into any future



http://www.journals.elsevier.com/big-data-research/

Thank you for your attention!



Further reading:

- Research Data Services: http://researchdata.elsevier.com
- Database linking: http://www.elsevier.com/databaselinking
- Article of the Future and Content Innovation: http://www.elsevier.com/about/content-innovation
- Elsevier Developers portal (API for TDM): http://www.developers.elsevier.com/cms/index
- The Executable Paper Pilot: http://www.elsevier.com/executablepaper
- Semantic Web Challenge: http://challenge.semanticweb.org/
- Big Data Research: http://www.journals.elsevier.com/big-data-research/